

just right, young man" ... A familiar statement by physicians prescribing Biolac for infants deprived of human milk.

The protein level of Biolac assures an adequate supply for growth and health, with small, soft curds. The adjusted milk fat facilitates digestion and assimilation with greater freedom from "fat upsets"; and the ample lactose content assures a soft natural stool formation. The adequate proportions of lactose, iron, and vitamins A, B₁, B₂ and D eliminate the need for timeconsuming calculations of extra formula ingredients. Indeed, Biolac (supplemented with vitamin C) provides completely for infant nutritional requirements throughout the bottle period.

BORDEN PRESCRIPTION PRODUCTS DIVISION 350 MADISON AVENUE • NEW YORK, 17, N. Y.

Biolac is a liquid modified milk, prepared exclusively from Board-of-Health-inspected whole and skim milk, with added lactose, and fortified with vitamin B₁, concentrate of vitamins A and D from cod liver oil, and iron. Evaporated, homogenized, and sterilized, vitamin C



Easily calculated ... Quickly prepared. 1 fl. oz. Biolac to 11/2 fl. oz. water per pound of body weight.

Biolac supplementation only is necessary. Biolac is available in 13 fl. oz. cans at all drug stores.

"BABY TALK" FOR A GOOD SQUARE MEAL







ARTIFICIAL HUMAN EYES

"True to Life"

ESPECIALLY MADE TO ORDER BY SKILLED ARTISANS

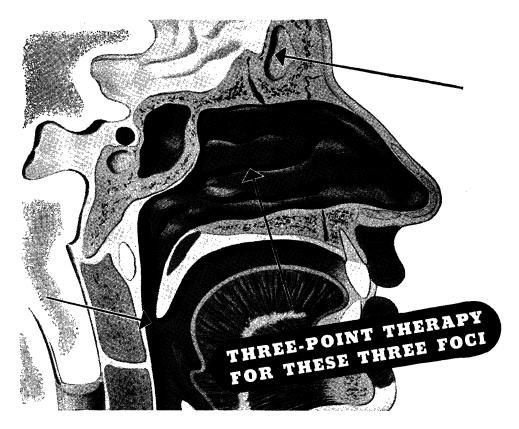
Comfort, pleasing cosmetic appearance and motion guaranteed. Eyes also fitted from stock by experts. Selections sent on memorandum. Referred cases carefully attended.

SPECIALISTS IN ARTIFICIAL HUMAN EYES EXCLUSIVELY

FRIED & KOHLER, Inc.

"Forty-three years devoted to pleasing particular people"

665 Fifth Ave. (53rd St.), New York 22, N. Y. • ELdorado 5-1970



IN the treatment of paranasal infection, ARGYROL offers more than effective antisepsis, decongestion without vasoconstriction, and cleansing effect. It also provides for stimulation, synergetically, of the membrane's inherent, natural defense mechanism.

Treatment with ARGYROL is wisely directed to these three foci of paranasal infection:

- 1. the nasal meatus... by 20 per cent ARGYROL instillations through the naso-lacrimal duct.
- 2. the nasal cavities...with 10 per cent ARGYROL solution in drops or by nasal tamponage.
- 3. the fauces and pharynx...by swabbing with 20 per cent ARGYROL solution.

How Argyrol Acts on the Membrane

DECONGESTIVE—ARGYROL'S decongestive effect on the membrane is the result of its demulcent, osmotic action. The withdrawal of ARGYROL tampons from the post-nasal cavities frequently brings forth a long ropy mucous discharge measuring as much as two feet or more.

BACTERIOSTATIC — Although proved to be definitely bacteriostatic, ARGYROL is non-toxic to tissue. In nearly half a century of wide medical use of ARGYROL, no case of toxicity, irritation, injury to cilia or pulmonary complication in human beings has ever been reported.

STIMULATING—Soothing to nerve ends in the membrane and stimulating to glands, ARGYROL'S action is more than surface action. For it acts synergetically with the membrane's own tissue defense mechanism.

When you order or prescribe ARGYROL, make sure you specify Original Package ARGYROL.

ARGYROL

THE PHYSIOLOGIC ANTISEPTIC
WITH SYNERGETIC ACTION . . .

Made only by the A. C. BARNES COMPANY, NEW BRUNSWICK, N. J.

ARGYROL is a registered trademark, the property of A. C. Barnes Company



Preoperative Calm

Although many of the derivatives of barbituric acid have a generic resemblance in their principal action, there are significant differences which establish certain compounds in special clinical fields. For example, 'Sodium Amytal' (Sodium Iso-amyl Ethyl Barbiturate, Lilly), while frequently prescribed for insomnia, has been found particularly useful as a preanesthetic hypnotic. Given preoperatively it serves to allay fear and apprehension, improves the patient's mental attitude, thus facilitating surgical procedure. 'Sodium Amytal' is also widely employed in obstetrics. In recommended dosage it is capable of producing amnesia without prolonging dilatation of the cervix or interfering with the strength or frequency of uterine contractions.

ELI LILLY AND COMPANY Indianapolis 6, Indiana, U.S.A.

currences and a point of the contract of the c

JANUARY 1945 • BULLETIN OF

THE NEW YORK ACADEMY OF MEDICINE

ANGLO-FRENCH LABORATORIES, Inc.	XXIII
ARLINGTON CHEMICAL COMPANY	XXXI
BARNES, A. C., CO	III
BORDEN	I
BRAVERMAN, M., & SONS	
BURROUGHS WELLCOME	XVII
CAMEL CIGARETTES	XI
CAMP, S. H., AND COMPANY	VIII
CANADA DRY GINGER ALE, INC	
CHATHAM PHARMACEUTICALS, Inc	XX I
CHESEBROUGH MFG. CO	XIII
CIBA PHARMACEUTICAL PRODUCTS,	
Inc. XIX,	
CLAY-ADAMS CO	
COCA-COLA	XXXIX
DUBIN, H. E., LABORATORIES	
ELI LILLY AND COMPANY	
FALKIRK-IN-THE-RAMAPOS	
FRIED & KOHLER, INC.	
GERBER'S	
HAUSTETTER, A., INC.	XXIV
LECTURES TO THE LAITY	
LEDERLE LABORATORIES, INC.	
MACY, R. H., & CO	XV
MAGER & GOUGELMAN, Inc.	
MALLINCKRODT CHEMICAL WORKS	
MALTBIE CHEMICAL COMPANY	
MALTINE CO	inside Back Cover
MERCK & CO., INC NUTRITION RESEARCH LABORATORIES	
PAINE HALL	
PEDIFORME SHOES	
PFIZER, CHAS. & CO., Inc.	XXVIII XII
POMEROY	
SARATOGA SPA	XXVII
SCHENLEY LABORATORIES	
SCHERING CORP.	
SCHIEFFELIN & CO.	XXVI
SEARLE, G. D., & CO	
SQUIBB, E. R., AND SONS	
TEACHER'S BLENDED SCOTCH WHISKY	
TOWNS, CHARLES B., HOSPITAL	
TROMMER'S	
U. S. VITAMIN CORPORATION	VI
WALKER-GORDON LABORATORIES	XX II
WARNER, WILLIAM R., & CO	XXXII
WINTHROP CHEMICAL CO	X

building





HEMATOLOGISTS have shown that various nutritional elements, coupled with iron, frequently produce a speedier and more satisfactory response in treating secondary anemias.

VI-LITRON Capsules supply:

Special Liver Fraction*

--a high concentration (55 to 1) of the anti-secondary anemia principle.

Iron as Ferrous Sulfate

—the form considered to be most readily assimilated and utilized.

Vitamins $B_1 \cdot B_2 \cdot Niccinamide$

-deficiency of these vitamins often interferes with maximum absorption of RBC factors.

Vitamin C

—said to be "involved in normal erythropoiesis"; even mild deficiency may cause hypochromic anemia.

In pH 4.5

-gastric hydrogen ion concentration known to be favorable to iron absorption.

*Not a pernicious anemia product

Samples and literature upon request.

U. S. VITAMIN Corporation

250 E. 43rd St.

New York 17, N. Y.



drob





important red cell essentials in a favorable environment.

VI-LITRON
for Secondary ANEMIA



Therapeutic agents for the exacting cardiologist

BOTH for emergencies and for use over prolonged periods, the internist has need for therapeutic agents upon the potency, standardization and reliability of which he can depend. Lederle offers the following products backed by the prestige of a great and growing organization dedicated to the production of the best—

- Aminophylline*
- Aminophylline with Phenobarbital
- Ammonia Frangules
- Amyl Nitrite Frangules
- Caffeine and Sodium Benzoate
- Digitalis*
- Epinephrine Hydrochloride Injection*
- Heparin

- Mannitol Hexanitrate
- Mannitol Hexanitrate with Phenobarbital
- Nikethamide*
- Nitroglycerin
- Phenobarbital
- Thiamine Hydrochloride
- Trichlorethylene Frangules*
- Urginin*









Listen to Lederle's Informal and Informational Radio Program

"THE DOCTORS TALK IT OVER"

FRIDAY EVENING (Blue Network, Coast-to-Coast)

JAN. 5 Karl Meyer, M.D.

Distinguished California Pathologist, Director of the Hooper
Foundation for Medical Research
at the University of California,
Consultant to the Secretary of
War and Member of the SubCommittee on Tropical Diseases,
National Research Council.
Subject: "Psittacosis or Parrot
Fever".

JAN. 12 Wesley W. Spink, M.D.

Associate Professor of Medicine,
University of Minnesota Medical
School.

University of Minnesola Medical School.
School.

JAN. 19 Paul Dudley White, M.D.
Distinguished Cardiologist and Past President of the American Heart Association.

JAN. 26 Thomas Francis, Jr., M.D.
Trofessor of Epidemiology, School of Public Health, University of Michigan, Director of Commission on Influenza of U.S. Amy Epidemiological Board.
Subject: "Outlook for the Control of Influenza"

See your local paper for broadcast time.

*Accepted by the Council on Pharmacy and Chemistry of The American Medical Association.





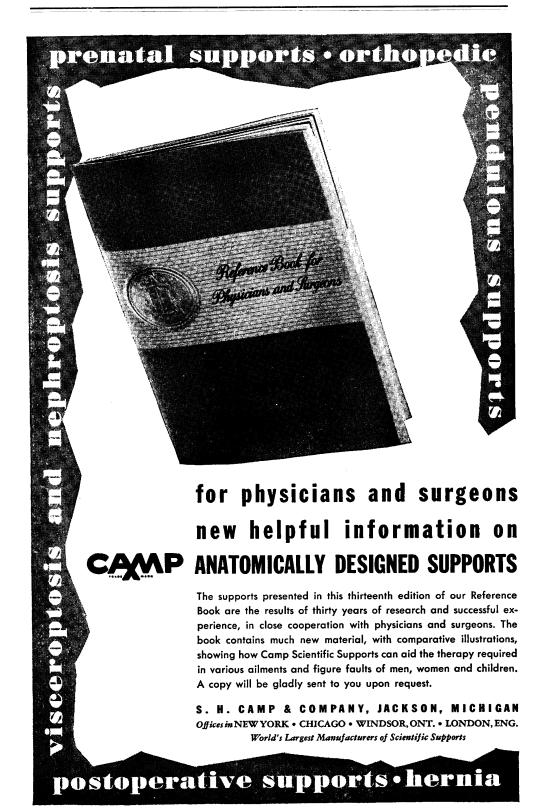








NEW YORK





PENICILLIN—The "accidental" discovery that calls for "accident-proof" production

The contamination of a bacterial culture with *Penicillium notatum* observed by Alexander Fleming was an "accident of nature." The production of pyrogen-free penicillin for the medical profession, however, is dependent upon the most rigid control — prevention of any "accident" which might interfere with maximum productivity and a pure product. As the above photograph of the "seeding" of penicillium cultures shows, elaborate precautions are observed at every step at the Schenley Laboratories in the production of — and maintenance of the purity of—Penicillin Schenley.

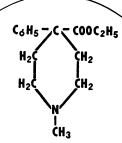


S C H E N L E Y L A B O R A T O R I E S, I N C. Producers of PENICILIN Schenley • Executive Offices: 350 Fifth Avenue, N.Y.C.

ANALGESIC SPASMOLYTIC SEDATIVE

For Oral and Intramuscular Administration

THE analgesic effect appears to be between that of morphine and codeine, and it persists for from three to six hours.



ethyl 1-methyl-4-phenylpiperidine - 4 - carboxylate hydrochloride

Demerol hydrochloride

Demerol has many indications in medicine, surgery and obstetrics.

Before prescribing, physicians should read carefully the booklet on Demerol hydrochloride (sent free on request). Prescriptions are subject to the regulations of the Federal Bureau of Narcotics.

Supplied for oral use, tablets of 50 mg.; for injection, ampuls of 2 cc. (100 mg.).





HYDROCHLORIDE

Brand of MEPERIDINE HYDROCHLORIDE (Isonipecaine)

Winthrop Chemical Company, Inc.

Phormaceuticals of merit for the physician . NEW YORK 13, N. Y. & WINDSOR, ONT.



Office Hours - 24 hours a day

Battle FRONT or home front—the story is the same: There aren't enough hours in the day.

It may be a new offensive in the faroff Pacific with its inevitable toll of casualties; it may be an epidemic in a crowded defense area here on the home front—but *never* in history of man has the medical profession carried such a responsibility...carried it so magnificently.

But the reward is great. Because terrible though war is, it is the laboratory out of which will come new knowledge to benefit mankind for years to come.



enicillin of Description of FIZER 3

Discovered in 1928 by Professor Alexander
Fleming, and first isolated in 1940 by

Professor H. W. Florey and his co-workers.

oratory experiment producing Penicillin by fermentation the same year and recovering it from the fermentation liquors. That winter Pfizer first supplied Penicillin for clinical experiment. In 1942 made first delivery to

U. S. Government. In 1943 Pfizer Pilot Plant was in full operation and ground broken for a large, modern plant which was completed early in 1944. Pfizer has been the World's Largest Producer of Penicillin



petrolatum to promote optimal conditions for burn healing...

VASELINE' PETROLEUM JELLY IS PETROLATUM U.S.P.

With normal nutrition and absence of infection, the burned surface heals.

To prevent potential infection, and thus promote optimal conditions for burn-healing, prompt covering of the wound is imperative . . . with a dressing impervious to infection, non-injurious to cells, non-adherent to the burned tissue.^{1, 2, 3}

Now... as a result of civilian disaster and burn tragedies of the war... a new treatment for burns has been developed.

In addition to plasma, and chemotherapy internally or intravenously, burn surfaces are promptly covered with dressings impregnated with petrolatum. With these non-adherent dressings, wounds can be left to "rest" undisturbed for days, without the necessity for frequent changes of dressings...without the accompanying re-exposure of the burn surface to infection, too.

'Vaseline' Petroleum Jelly dressings, non-injurious to cells, protect against surface infection from the air . . . help relieve pain from exposed sensory nerve endings... promote optimal conditions for healing of the burn surface.

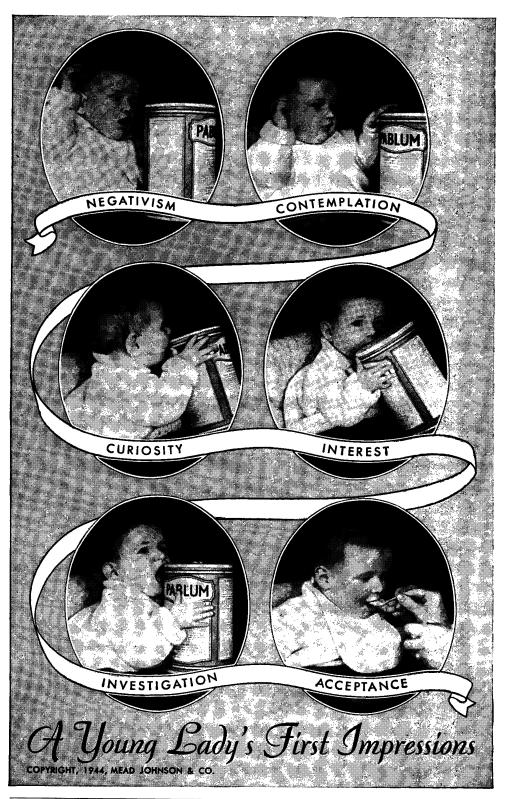
'Vaseline' Petroleum Jelly is available in tubes and jars at drug stores everywhere. 'Vaseline' Borated Petroleum Jelly in tubes only.



MADE ONLY BY CHESEBROUGH MANUFACTURING CO., CONS'D, NEW YORK, N. Y.



1. J.A.M.A. 125:536-543 (June 24) 1944 2. J.A.M.A. 125:612-616 (July 1) 1944 3. Ann. of Surg. 117:885 (June) 1943



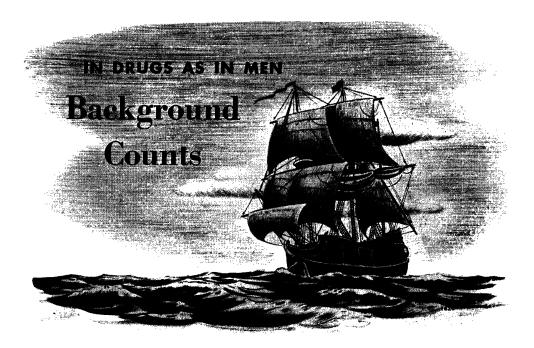
New York Office: MEAD JOHNSON & CO., Port of Authority Bldg., 111 Eighth Ave. Tel.: CHelsea 2-7222





- Braverman has been specializing in building and fitting orthopedic shoes for over 60 years
- Braverman enjoys the confidence of doctors and orthopedists throughout the nation
- Braverman serves the orthopedic needs of hospitals and other institutions
- Braverman maintains a special custom shoe department for crippled and deformed feet
- Braverman carries a complete line of dress and comfort footwear for men, women and children.

1380 THIRD AVE., N. Y. C. Bet. 78th & 79th Sts. BUtterfield 8-3753



AMNIOTIN has now been available for your use for more than sixteen years. Since 1928, this dependable estrogen has been continuously subject to that most critical of all tests—clinical usage.

More recently, a number of other estrogens have been introduced. Much ink has been spilled on the question of their relative merits, economy and potency and the units in which that potency is expressed.

Amniotin, at the end of sixteen years, still stands high in terms of dependability, clinical effectiveness, freedom from side-effects and economy. For the case requiring either massive or minimal dosage, Amniotin is available in a form and potency which makes it possible to administer that dose conveniently and economically.

Today as in 1928, Amniotin, by all practical criteria, possesses the desirable qualities you look for in an estrogen. It provides you with a potent, natural estrogen, economical, convenient, and standardized in the universally accepted International Unit. No other estrogen has given more consistent satisfaction over a longer period.

Amniotin is one of many fruits of the eightysix years devoted by the Squibb Laboratories to the translating of experimental research into practical reality. Could any estrogen have a better background? For a reliable, potent, economical estrogen, ask your pharmacist for

Amniotin

FOR PARENTERAL ADMINISTRATION

Amniotin in sterile corn oil solution

Diaphragm-capped vials: 10-cc. vials of 10,000 I.U. and 20,000 I.U. per cc., and 20-cc. vials of 2,000 I.U. per cc. Also in 1-cc. ampuls containing 2,000, 5,000, 10,000 and 20,000 I.U. per cc.

FOR ORAL ADMINISTRATION

Amniotin Capsules

Containing the equivalent of 1,000, 2,000, 4,000 and 10,000 I.U. per capsule.

FOR INTRAVAGINAL ADMINISTRATION

Amniotin Pessaries (Vaginal Suppositories)
Children's Size, containing the equivalent of 1,000 I.U., and Regular Size, containing the equivalent of 2,000 I.U.

For literature address Professional Service Dept., 745 Fifth Ave., New York 22, N. Y.

E·R·SQUIBB & SONS

Manufacturing Chemists to the Medical Profession Since 185

BUY ANOTHER WAR BOND . . . NOW!

'Particularly valuable'



• Globin Insulin with Zinc is "particularly valuable...in regulating patients who have a rise of blood sugar after eating only..." reports Herman O. Mosenthal, M. D. (J. A. M. A. 125, 483-488, June 17, 1944.)

Diabetics of this type who are well controlled throughout the twenty-four hours with a single injection of 'Wellcome' Globin Insulin with Zinc, depend for this control on Globin Insulin's rapid onset of action and sustained day-time effect. Its diminishing action at night tends to minimize nocturnal insulin reactions.

'Wellcome' Globin Insulin with Zinc is a clear solution and, in its freedom from allergenic reactions, is comparable to regular insulin. It is accepted by the Council on Pharmacy and Chemistry, American Medical Association, and was developed in the Wellcome Research Laboratories, Tuckahoe, New York. U. S. Patent No. 2,161,198.

Available in vials of 10 cc., 80 units in 1 cc.



BURROUGHS WELLCOME & CO. (U. S. A.) INC. 9-11 East 41st Street, New York 17, N. Y.





SOLE U. S. AGENTS: Schieffelin & Co., NEW YORK CITY . IMPORTERS SINCE 1794

FALKIRK IN THE RAMAPOS

A Sanitarium devoted to the individual care of mental cases.

CENTRAL VALLEY

- Orange County NEW YORK
 - THEODORE W. NEUMANN, M.D. Physician-in-Charge

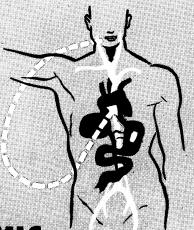


Established 1849 101 West 31st St., N. Y. Licensed by State of New York

Our Graduates Make CAPABLE ASSISTANTS

When you need a trained office and laboratory assistant, our Placement Service (operated without charge) can help you locate exactly the right type of girl. Paine Hall demands perfection. Our students continue their course only after a rigid three months' probationary period. Graduates are thoroughly qualified in haematology, blood chemistry, urinalysis, clinical pathology and operation of office machines, as well as medical stenography and bookkeeping.

Address inquiries to:
CHAUNCEY R. PORTER, Principal



INTESTINAL ABSORPTION
Long route through portal system
to general circulation

ECONOMIC ANDROGENIC EFFECTS

PERLINGUAL ABSORPTION
Direct from sublingual vessels
to systemic circulation



WITH SMALLER DOSES

Metandren Linguets, especially designed for perlingual absorption, permit more complete utilization by side-tracking the liver where partial inactivation of methyltestosterone is known to take place. Dosage requirements are ½ to 3/3 those necessary to produce the same results when methyltestosterone is ingested.

METANDRERUM HERCUMS

*Trade Mark Reg. U. S. Pat. Off. Ciba's trade name for waters of methyltestasterane

a Ciba Publist

CIBA PHARMACEUTICAL PRODUCTS, INC. - Summit, New Jersey

Merck Amino Acids

The accompanying table gives the optical rotation and the nitrogen or sulfur content of the Merck Amino Acids. The high degree of purity of Merck Amino Acids makes them suitable for investigative studies to determine their nutritional importance and their physiological significance. Almost all the amino acids found in proteins now are being manufactured by Merck & Co., Inc.

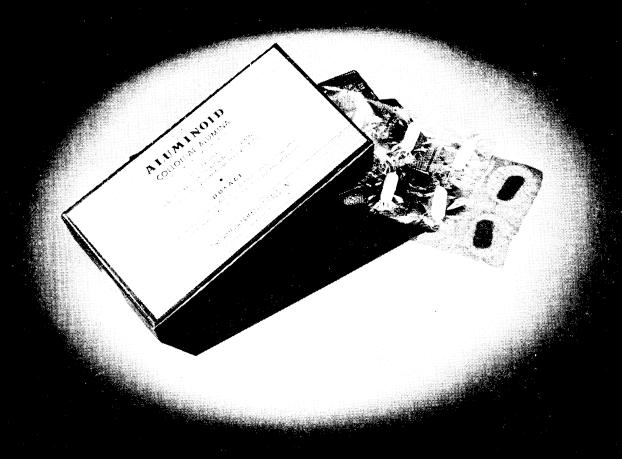
	Optical Rotation	Nitrogen or Sulfur Content	Theoretical Nitrogen or Sulfur Content
Aminoacetic Acid U.S.P		N:18.4%—18.8%	
/ (—) Arginine Monohydrochloriae	[2] 25 (in normal hCi): +21.4° to +22.4°	N:26.3%26.7%	N:26.60%
dl Aspartic Acid		N:10.4%—10.6%	N:10.52%
Beta-Alanine		N:15.6%15.8%	N:15.72%
d Alpha-Alanine		N:15.6%—15.8%	N:15.72%
/ (+) Cysteine Hydrochloride	(not less than 98% on the anhydrous basis)		
I (—) Cystine	[a] $^{30}_{D}$ -200° to -203°	S:26.3%—27%	S:26.69%
I (+) Glutamic Acid	[a] $_{ m D}^{25}$ in normal HCI): $_{ m +30.7^{\circ}}^{ m to}$ to	N:9.4%9.6%	N:9.52%
dl Glutamic Acid Monohydrata		N (in anhydr.) 9.4%—9.6%	N:9.52%
/ (+) Histidine Monohydrochloride	[a] $_{D}^{25}$ (anhy basis in normal HCI): $_{+11}^{+9.5}$ to	N (in anhydr.) 21.7%—22.0%	N:21.93%
/ () Hydroxyproline	[a] 25 _75.5° to _76.5°	N:10.6%—10.8%	N:10.68%
dl Isoleucine		N:10.5%-10.8%	N:10.68%
dl Leucine		N:10.5%-10.8%	N:10.68%
*/ () Leucine	[a] 25 (in 20% HCI): +15° to +16.2°	N:10.5%—10.8%	N:10.68%
(+) Lysine Monohydrochloride	[a] 25 (anhy. basis in normal HCl): +20° to +21.0°	N:15.2%—15.5%	N:15.34%
dl Lysine Monohydrochloride		N:15.2%—15.4%	N:15.34%
dl Methionine		N:9.3%-9.5%	N:9.39%
		S:21.3%—21.6%	S:21.5%
d Norleucine		N:10.5%-10.8%	N:10.68%
d Phenylalanine		N:8.4%—8.6%	N:8.48%
/ (—) Proline	[a] 25 —83.5° to —85.5°	N:12%—12.3%	N:12.17%
dl Serine		N:13.2% 13.4%	N:13.33%
dl Threonine		N:11.6%—11.9%	N:11.76%
**dl Tryptophane		N:13.5%—13.8%	N:13.72%
**/ (—) Tryptophane	[a] $^{25}_{D}$ 31.5° to33°	N:13.5%—13.8%	N:13.72%
/ (—) Tyrosine	[a] $^{25}_{D}$ (in normal HCI): $^{-10^{\circ}}_{-11^{\circ}}$ to	N:7.6%—7.8%	N:7.73%
dl Valine		N:11.8%—12.1%	N:11.96%

^{*}Methionine: less than 0.1%; Tryptophane and Tyrosine: less than 0.05%

MERCK & CO., Inc. Manufacturing Chemists RAHWAY, N. J.

^{**}Tyrosine: absent (by Millon's reagent)





Proven Effectiveness - Added Convenience

Meeting all therapeutic requirements of colloidal aluminum hydroxide, ALUMINOID Capsules are so convenient to carry and so easy to take without discomfort that the patient's hearty cooperation is practically insured.

Samples and literature on request.

CHATHAM PHARMACEUTICALS, INC.

NEWARK 2 · NEW JERSEY

There is an important difference between Acidophilus and Buttermilk

FROM TIME TO TIME, many physicians may ask themselves, "Shall I prescribe buttermilk—or would Acidophilus be worth its slightly higher cost?"

If the disorder under treatment is in-

testinal, a helpful guide is this: It is an established fact that the only organism in the sour milk group which will live and grow in the intestinal tract is L. acidophilus . . . present only in Acidophilus.

In prescribing Acidophilus, remember that Walker-Gordon Acidophilus has three important advantages:

- 1. It is prepared from Walker-Gordon Certified Milk—(2% butter-fat)—acknowledged to be the finest milk in the world.
- 2. The L. acidophilus present are a highly active strain of human origin.
- 3. Tests at times of bottling show bacilli counts averaging over 500,000,000 per c.c.—considerably above the acceptable standards.

We believe that it is impossible to buy a more effective Acidophilus—anywhere

WALKER-GORDON Acidophilus

(For information on clinical tests with Walker-Gordon Acidophilus, write to Walker-Gordon Laboratories, Inc., Plainsboro, New Jersey.)

Phone the nearest Borden branch, or call WAlker 5-7300. Or order it from your milkman.

A USEFUL PALLIATIVE in Hypertension

Many physicians have found Viscum album a valuable drug for relief of headaches and dizziness associated with vascular hypertension. In the formula of Hepvisc Tablets, Viscum album is compounded with two adjuvants, desicated liver and pancreas.

Hepvisc Tablets aid in reduction of elevated blood pressure, thereby contributing to relief of the distressing symptoms. Physicians find them especially convenient in their practice because they do not interfere with other forms of therapy.

COMPOSITION: Each tablet contains 50 mg. Viscum album, 60 mg. desiccated liver and 60 mg. desiccated pancreas.

DOSAGE: 3 to 6 tablets daily, in divided doses before meals. Best given in courses of two to three weeks, with a week's interval between. Supplied in bottles of 50, 500 and 1,000 tablets.

Professional samples on request.

HEPVISC for Symptomatic Relief

ANGLOFFRENCH

- Javoralones Inc

Service to the



Ophthalmologists

WE MAINTAIN our own shop for the surfacing of lenses as well as edging. Our lenses are ground with due consideration to the individual prescription. The Ophthalmologists can therefore be assured of precision, as well as the best possible curves and lens thickness to give the patient the maximum of visual acuity and field. Bifocal prescriptions are analyzed so that the type of bifocal supplied will give the patient the best optical centers possible, both for distance and reading.

We also specialize in iseikonic lenses, orthoptic training material, contact lenses, and telescopic systems.

A. HAUSTETTER, Inc.

C. P. CARLSEN, President

2 EAST 45th STREET • 855 MADISON AVENUE • NEW YORK CITY

CHARLES B. TOWNS HOSPITAL

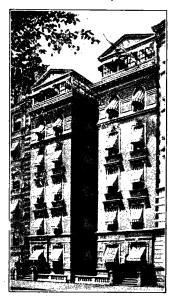
293 CENTRAL PARK WEST • NEW YORK, N. Y.

for ALCOHOLISM and DRUG ADDICTION

No Mental Cases Accepted

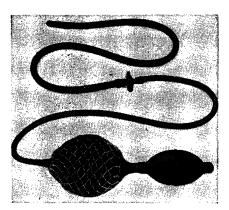
This hospital has specialized solely in addictions for over forty years. The treatment is a hospital procedure and provides a definite means of eliminating the craving and the toxic products of alcohol and drugs. Complete department of Physical Therapy for physical rebuilding and appreciating the seriousness of the mental side of the alcoholic problem, we devote the convalescent period to minimizing the possibility of relapse.

Complimentary Copy "Drug and Alcoholic Sickness" Sent on Request SCHUYLER 4-0770



BUCKSTEIN AIR INSUFFLATOR

For Colonic Aerograms



Apparatus for air inflation of the colon: The tube is inserted into the rectum. With the petcock closed off, air is pumped from one bulb until the second bulb is filled. The petcock is then turned very slowly so as to permit only a gradual escape of the air into the colon. When all of the air has left the second bulb, the petcock is then turned off and the process is repeated. The amount of air necessary for filling the colon is determined by fluoroscopic observation, which is continued during the entire process. When sufficient distention of the colon has taken place, the rectal tube remains in situ with the petcock shut off until radiographic exposures are made, preferably with the aid of the Bucky diaphragm.

In addition to visualization of the colon by means of the routine barium enema, with complete filling, the diagnostic value of the colon examination is further increased by the direct insufflation of the colon with air after the preliminary evacuation of most of the barium suspension.

Small polyps as well as malignant tumors can be shown by this double contrast procedure which otherwise might escape observation. Radiographic exposures are made with the patient in the supine or preferably in the prone position. The patient may also be turned through various degrees of obliquity if necessary. The advantage of an apparatus such as described is that the introduction of the air may be accomplished gradually. By avoiding too rapid distention of the colon, distress is minimized and a maximum retention of the injected air is insured.

Ref: Jacob Buckstein, M.D., Clinical Roentgenology of the Alimentary Tract, W. B. Saunders Co., 1940.

D-70 Buckstein Air Insufflator for Colonic Aerograms, as illustrated, complete with Cacoprene colon tube, 26 Fr., solid tip, two eyes.

Each \$5.00



Fig. 3. After evacuation of barium and injection of air (aerogram)—papilloma visualized.



Fig. 2. Colon filled with barium-papilloma not





Tablets . Ampuls . Powder . Suppositories

DUBIN LABORATORIES, Inc. 250 East 43rd Street, New York 17, N. Y.

MAGER & GOUGELMAN,

510 MADISON AVENUE, S. W. corner 53rd Street • NEW YORK 22, N. Y.

Specialists in the manufacturing and fitting of

ARTIFICIAL EYES

In addition to glass eyes we now can supply the unbreakable plastic eye. Oculists are cordially invited to watch us at work in our laboratories.

Write for our color chart and order blanks

230 BOYLSTON ST., BOSTON 16, MASS. 1930 CHESTNUT ST., PHILADELPHIA 3, PA. 1426 G ST., N. W., WASHINGTON, D. C. 5

CTOFOLLIN

has been the name employed to designate the brand of

<u>SENZESTROL</u>

marketed by Schieffelin & Co. Benzestrol has been recognized as the generic name for 2, 4-di(p-hydroxyphenyl)-3-ethyl hexane by the Council on Pharmacy and Chemistry of the American Medical Association. It has been decided to discontinue the use of the name Octofollin and hereafter the product will be known and labelled •

This fine synthetic estrogen is supplied in the same strengths and sizes as formerly, namely

BENZESTROL Tablets:

0.5, 1.0, 2.0, 5.0 mg. Bottles 50, 100 and 1,000.

BENZESTROL Solution:

5.0 mg. per cc, in 10cc rubber capped, multiple dose vials.

BENZESTROL Vaginal Tablets:

0.5 mg. bottles of 100.

Schieffelin & Co.

Pharmaceutical and Research Laboratories 20 COOPER SQUARE . NEW YORK 3, N.Y.



was built by the State to aid the private physician, in a primary or collateral capacity, in treating conditions for which hydrotherapy or crounotherapy is indicated. The Spa and its medical staff supervise the treatments prescribed by the individual physician—none of the staff engage in medical practice.

For literature, write WALTER S. McClellan, M.D., Medical Director 610 Saratoga Springs New York, N. Y.

OWNED OPERATED BY THE STATE OF NEW YORK AND

LECTURES TO THE LAITY

Do you have all of the Lectures to the Laity volumes?

The March of Medicine, 1939.....\$2.00 The March of Medicine, 1941..... \$2.00 The March of Medicine, 1940.....\$2.00 The March of Medicine, 1942 \$2.50 The March of Medicine, 1943.....\$2.00

Have you started your set of the new Health Education series?

A Venture in Public Health Integration\$1.00 Health Education on the Industrial Front.....

COLUMBIA UNIVERSITY PRESS

Corsets for Dandies are a thing of the Past

Born 1820 still going



whisky. Popular Johnnie Walker can't be everywhere all the time these days. If occasionally he is "out" when you call . . . call again.

BLENDED SCOTCH WHISKY

CANADA DRY GINGER ALE, INC. New York, N. Y., Sole Importer **Buy United States War Bonds and Stamps**



Comfort and security, with complete freedom of action, are assured when your patient wears a POMEROY Frame Truss—fitted by the Pomeroy method.

Pomeroy FRAME TRUSS

The POMEROY Frame Truss embodies the knowledge and experience of more than seventy-five years. Its time-proven effectiveness in retaining herniae through passive resistance, rather than through active pressure, has won the recognition and approbation of countless physicians through three generations.

There is no guarantee of truss satisfaction greater that the combination of POMEROY skill and experience as exemplified in the POMEROY FRAME TRUSS.

Pomeroy

16 EAST 42nd ST., NEW YORK 17 208 LIVINGSTON ST., BROOKLYN 2, N. Y. NEWARK — BOSTON — SPRINGFIELD — DETROIT — WILKES-BARRE

POST-WAR SERVICE IN ADVANCE

New locations at 288 Livingston Street, Brooklyn, and 34 West 36th Street, Manhattan, where larger and more pleasant quarters greet you

NOT A FEW BUT THOUSANDS!

Pediforme prescription accuracy is safeguarded by (1) large stocks at seven locations (2) fitters with up to 21 years Pediforme experience (3) filling thousands of prescriptions (4) providing latest styles built on Pediforme exclusive "forms" (5) daily work with profession (6) finest leathers and hand fashioning at popular prices. Come in and watch a few fittings!

Place your confidence in our care and rest assured your wishes shall be fulfilled





A SHOE FOR EVERY MEMBER OF THE FAMILY . . . A SHOE FOR EVERY INDIVIDUAL REQUIREMENT.

Manhattan, 34 West 36th St. Brooklyn, 288 Livingston St. 843 Flatbush Ave.

New Rochelle, 545 North Ave. East Orange, 29 Washington Pl.

Hempstead, L. I., 241 Fulton St. H

Hackensack, 290 Main St.

Fulfillment of a Protected Pregnancy



In habitual abortion 5 to 10 mg. of Pranone are given orally daily, increasing to 30 or 40 mg. daily during times of greater requirement, or 5 mg. of Proluton three times weekly may be injected. Therapy is continued until quickening occurs.

In threatened abortion injections of 5 to 10 mg. of Proluton are given daily until bleeding and pain are completely controlled. Subsequent treatment may be given as for habitual abortion.



*Trade Marks Reg. U. S. Pat. Off.



CORAMINE

(ORAL)

Since the efficacy of orally administered CORAMINE* (pyridine-beta-carboxylic acid diethylamide) in dyspnea of cardiac and pulmonary origin was first shown a decade ago, its clinical use has steadily expanded.

CORAMINE Liquid for oral use is available in bottles of 15 cc. (½ fl. oz.), 45 cc. (1½ fl. oz.) and 90 cc. (3 fl. oz.).

Dosage: 2-3 cc. from 3 to 8 times daily.

*Trade Mark Reg. U. S. Pat. Off.

a Cibal

Product

CIBA PHARMACEUTICAL PRODUCTS, INC., SUMMIT, NEW JERSEY
IN CANADA—CIBA COMPANY LIMITED, MONTREAL



<u>Aminoids</u>



ORAL ADMINISTRATION

Aminoids* is a mixture of amino acids and peptides, derived from Beef, Wheat, Milk and Yeast, with carbohydrates added. In the manufacturing process these protein foods are broken down by enzymes simulating the normal action of the human digestive tract.

Aminoids supplements the protein intake of the diet... decreases the work required of the digestive organs... provides dietary nitrogen available for rapid assimilation... supplies the amino acids present in Beef, Wheat, Milk and Yeast.

Aminoids is indicated in pregnancy and lactation—pre and post-operative care—burns—ulcers—anemia—nutritional edema—nephrosis.

Aminoids is further indicated whenever the protein intake or utilization is insufficient as suggested by loss of weight-dietary history-albuminuria-impaired digestion, as in: Achlorhydria or hypochlorhydria-achylia gastrica-achylia pancreatica.

Aminoids may be taken in hot or cold liquids-water, milk, fruit juices, etc.

One tablespoonful of Aminoids T.I.D. supplies nitrogen equivalent to approximately 12 gm. of protein, as hydrolysate.

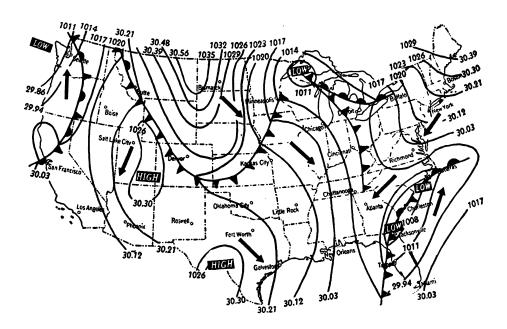
Dosage may be adjusted to meet the patient's requirements. Supplied in granular form in bottles containing six ounces.



*The name Aminoids is the registered trade mark of The Arlington Chemical Company.

THE ARLINGTON CHEMICAL COMPANY
YONKERS I

Arlington
NEW YORK





'Alka-Zane' weather...

Weather maps and your jangling telephone denote the season of increasing incidence of diseases requiring sulfonamide therapy... and 'ALKA-ZANE' Alkaline Effervescent Compound. Given in water as a refreshing drink, 'ALKA-ZANE' Effervescent Compound provides the two primary safeguards now known to be essential in avoiding sulfa drug crystalluria and its renal complications: (1) Elevation of urinary pH, thereby increasing the solubility of sulfonamides and their conjugates to help prevent their precipitation in the urinary tract. (2) Increased fluid intake and urinary output—to minimize further the possibility of crystalluria.

*Trademark Reg. U. S. Pat. Off.

*ALKA-ZANE'

ALKALINE EFFERVESCENT COMPOUND

supplies balanced quantities of calcium glycerophosphate, calcium phosphate, potassium bicarbonate, sodium bicarbonate and sodium citrate.

WILLIAM R. WARNER & CO., INC., 113 West 18th Street, New York 11, N. Y.



For Sharper Diagnostic Roentgenography

MALLINCKRODT CONTRAST MEDIA

BARIUM SULFATE U. S. P. XII for X-ray Diagnosis—made by an exclusive Mallinckrodt precipitation process for utmost smoothness, excellent suspension, and freedom from injurious foreign substances.

HIPPURAN* N. N. R. (Sodium Orthoiodohippuric acid)—Relatively non-irritating and non-toxic for pyelography, cystography and urography.

HIPPURAN* STERILE SOLUTION N. N. R. (12 grams of Hippuran* dissolved in 25 cc. distilled water)—Literature references as to recommended technic, indications and contraindications sent on request.

IODEIKON* (Iodophthalein Sodium U.S.P. XII)—Proposed by Dr. E. A. Graham and his associates and introduced by Mallinck-rodt to the medical profession as an X-ray medium for the visualization of the gall-bladder.

ISO-IODEIKON* (Phentetiothalein Sodium N.N.R.)—This isomer of Iodeikon, developed by Dr. E. A. Graham and his associates in collaboration with Mallinckrodt research chemists, was first introduced by Mallinckrodt Chemical Works. This excellent X-ray medium permits the examination of the gallbladder and the measurement of the hepatic function from a single injection of the dye.

*Trade Mark Reg. U. S. Pat. Off. Hippuran U. S. Pat. No. 2,135,474.

Information and Literature at Your Request

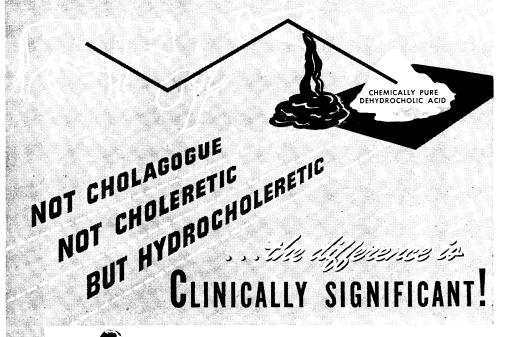


MALLINCKRODT CHEMICAL WORKS

78 Years of Service to Chemical Users

Mallinckrodt Street, St. Louis 7, Mo. • 74 Gold St., New York 8, N. Y. CHICAGO • PHILADELPHIA • LOS ANGELES • MONTREAL





Maltbie is proud of having successfully formulated an original process for converting crude viscous ox bile into crystals of chemically pure dehydrocholic acid (Cholan-DH)—the most potent and least toxic agent ever developed for the therapeutic stimulation of free biliary flow.

But far more important than the process itself, is the remarkably salutary effect of Cholan-DH in providing maximally efficient drainage of the biliary tract—in contrast to older measures which only cleared the gallbladder of its concentrated contents, or stepped up biliary flow without reducing its viscosity or relieving gallbladder stasis.

Physicians are now employing Cholan-DH in the effective non-surgical management of many biliary tract disorders.

Available for oral use in tablets of 3¾ gr. each.

CHOLAN · DH

A SUGGESTION ON BEER FOR CONVALESCENTS

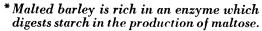
When beer is indicated in the diet of convalescent patients, there is good reason, many physicians find, for prescribing a premium beer. A beer whose ingredients and brewing methods are a guarantee of true premium quality.

Many physicians, in such instances, advise patients to drink Trommer's White Label Premium Beer. For this beer is brewed exclusively of select hops and one grain only—the finest barley malt*. The virtues of barley malt are well-known, and the pleasant character-

istic lightness of Trommer's White Label Premium Beer can be traced to its special one-grain brewing formula.

When prescribing beer for convalescent patients, suggest Trommer's White Label Premium Beer. If you yourself enjoy beer, we suggest that you give Trommer's White Label Premium Beer a personal test.

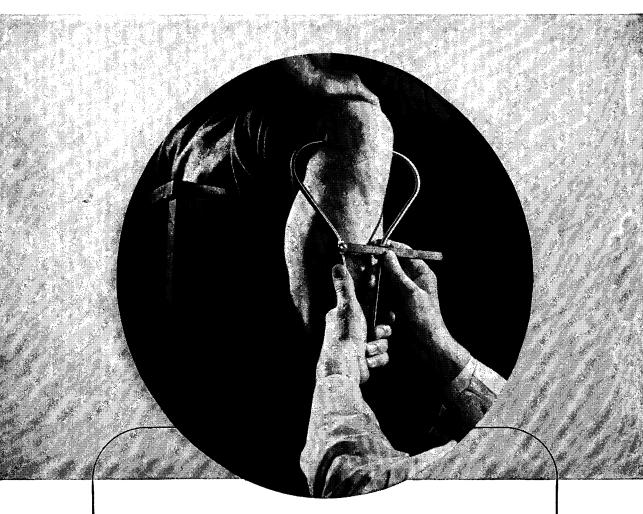




(From Accepted Foods and Their Nutritional Significance)



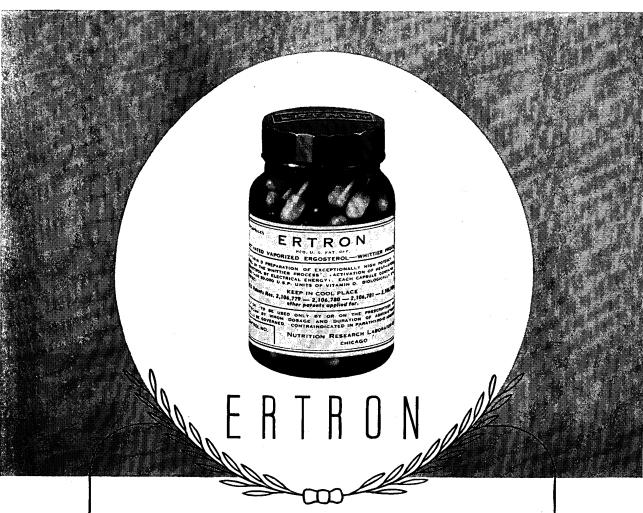




Measuring Results in Arthritis Therapy

Diminished joint measurements following ERTRON* therapy are objective evidence of improvement which merit consideration.

The articular and periarticular swelling is usually reduced gradually, and follows such systemic signs of benefit as increased strength, improved appetite and gain in weight.



Ertronize the Arthritic

ERTRONIZE MEANS: Employ ERTRON in adequate dosage over a sufficiently long period to produce beneficial results. Gradually increase the dosage to that recommended or to the toleration level. Maintain this dosage until maximum improvement occurs.

ERTRON alone—and no other product—contains electrically activated, vaporized ergosterol (Whittier Process).

Supplied in bottles of 50, 100 and 500 capsules.

Ethically Promoted

NUTRITION RESEARCH LABORATORIES Chicago

ERTRON Parenteral

For the physician who wishes to supplement the routine oral administration of ERTRON by parenteral injections, ERTRON Parenteral is available in packages of six 1 cc. ampules. Each ampule contains 500,000 U.S.P. units of electrically activated, vaporized ergosterol (Whittier Process).

*Reg. U. S. Pat. Off.



Have a Coca-Cola = Let's be friendly



...a way to win a welcome wherever you go

There's friendliness in the simple phrase Have a "Coke". It turns strangers into friends. In both hemispheres, Coca-Cola stands for the pause that refreshes,—has become the high-sign of the goodhearted.



It's natural for popular names to acquire friendly abbreviations. That's why you hear Coca-Cola called "Coke". The pause that refreshes

FOUR REASONS WHY YOU SHOULD RECOMMEND GERBER'S BABY FOODS



Nutritional Values. Gerber's Baby Foods are cooked by steam under pressure in order to preserve to the fullest the mineral and vitamin content. Furthermore, every step in the process of making Gerber's Baby Foods is laboratory-checked

Texture. It has been proved that a smooth, uniform texture is an important factor in baby foods. Gerber's takes great care that the texture is just right for the delicate gastro-intestinal tract of young infants.

Taste. This is important even when baby is first given strained foods, but is even more important after the sense of taste is developed. Special attention is paid to make Gerber's Strained Foods taste extra good.

Variety. Variety in baby foods not only helps baby's appetite, but is actually an important factor in developing a liking for a variety of foods in later life. Gerber's make 15 kinds of strained foods, and 8 varieties of chopped foods for older babies.

We hope you will mention Gerber's Baby Foods to your patients with babies.

Gerber Products Company Fremont, Michigan



CEREALS

STRAINED FOODS

CHOPPED FOODS





A DECADE OF UNIFORMITY...DIGIFOLIN

DIGIFOLIN* maintains the same potency in which it has been available for over a decade. While official digitalis preparations according to U. S. P. XII will be somewhat weaker than those made according to U. S. P. XI, they will still be

stronger than prior to 1936.

Thanks to its uninterrupted constancy, DIGIFOLIN, as heretofore, will enable the physician to prescribe a constant potent preparation of purified digitalis glucosides in tablets, ampuls or solution.



CIBA

Pharmaceulical Products, Inc.

SUMMIT, NEW JERSEY



When the patient complains of "indigestion," it may point to any of a multitude of underlying disturbances among which functional or pathologic changes at any level of the biliary tract are of high incidence as is pancreatic deficiency.

In most of such cases, Departure las proved its efficacy. A protective enteric coating assures its effects which are:

- 1 CHOLERETIC—by Increased flow of physiologically normal bile.
- 2 DIGESTIVE—by action of bile salts and the pancreatic enzymes supplied.

Deparcol contains no laxative or cathartic drugs. Your pharmacy may obtain the enteric coated Deparcol in bottles of 50, 500 and 5000.

THE Maltine company NEW YORK ESTABLISHED 1875